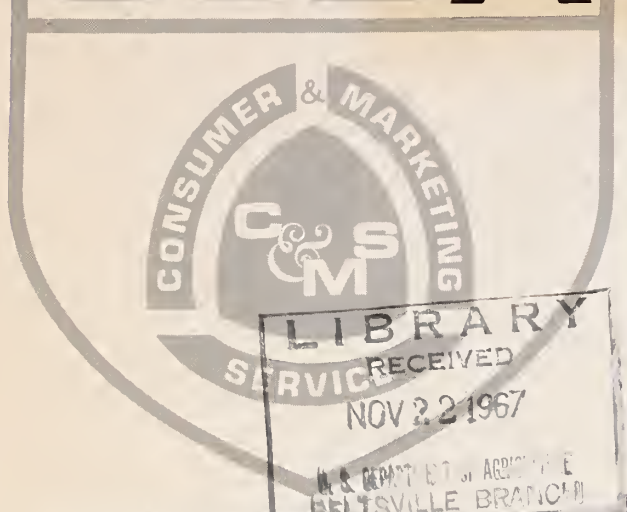


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USDA AGRICULTURAL MARKETING



NOVEMBER 1967 Vol. 12, No. 11



TURKEY FOR THANKSGIVING —
AND AFTER

PLENTY OF MILK FOR SUMMER CAMPERS (in the winter, too)

"PASS THE MILK pitcher" was echoed in thousands of summer camps this year. And many of these camps were never short of milk thanks to the U.S. Department of Agriculture's Special Milk Program.

Now that school is in session, many summer campers are still getting the nutritional boost of extra milk for only a few pennies a half-pint through the same milk program. It is administered by the USDA's Consumer and Marketing Service and available to all public and nonprofit private grade schools and high schools as well as nonprofit summer camps, homes for children and other child-care centers. The Special Milk Program is designed to help provide more milk for children by contributing part of the cost of each half-pint served to them.

Last summer at the China Lake Conference Center camp, a ministry of the United Baptist Convention of

Maine, the program proved to be "a tremendous help" in the words of its director, the Reverend Sterling Helmur. He further stated that as a result of the USDA reimbursement his campers were able to enjoy much more than would have been otherwise possible.

Last summer more than 6,000 camps across the country took part in the Special Milk Program. Together with some 92,000 schools,

children's homes and other child-care centers, camp children consumed about 3.1 billion half-pints of milk during the past year with the help of the Federal milk program. This, along with the milk served under the National School Lunch Program represents about 5.5 percent of the fluid milk that moved from farm to table in the U.S. last year.

In addition to the milk, C&MS food programs provided nonprofit summer camps with 12.6 million lbs. of food—\$2.6 million worth.



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COVER STORY

Here's how to cook your holiday bird—and some ideas for ways to use it when the holiday's over. See page 3.



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AGRICULTURAL MARKETING is published monthly by the Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. The printing of this publication was approved by the Bureau of the Budget July 7, 1966. Yearly subscription is \$1.50 domestic, \$2.25 foreign. Single copies 15 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20250.

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Tips on how to cook your holiday bird—and festive ways to use it when the holiday is over.

By A. Elizabeth Handy

TURKEY FOR THANKSGIVING . . .

GO AHEAD and buy a big one this Thanksgiving. A big turkey looks great on the dinner table. And when the main meal is over, you'll have lots of tasty turkey meat left to use in all kinds of delicious ways.

Big turkeys are a good buy. Not only do they usually sell for a few cents less per pound than the smaller ones, but the bigger ones also have a larger proportion of meat to bone. So you get a bargain two ways.

To get the best, buy a turkey that proudly carries the USDA Grade A shield. This means that it is a plump, meaty bird, with an attractive appearance. It also means that it has been inspected for wholesomeness — a requirement before it may be graded.

Both grading and inspection are services provided by the U.S. Department of Agriculture's Consumer and Marketing Service. Inspection is required for all poultry processed in plants which sell any product across State lines. Grading, however, is voluntary. Processors who wish to have their poultry graded must request and pay a fee for this service.

When Thanksgiving Day arrives, remember that big birds, 16 to 20 pounds, require about 5½ to 6½ hours cooking time at 325 degrees Fahrenheit. Smaller ones — 8 to 12 pounds — take about 3½ to 4½ hours at the same temperature.

A sure way to tell when the bird is done is to use a meat thermometer. Insert it in the center of the inner thigh muscle, where it will not touch a bone. A turkey is done when the thermometer registers 180 to 185 degrees F.

Place the turkey breast side up on a rack in an open roasting pan. Do not add water and do not cover pan. Basting is not usually necessary but you can baste with pan drippings if you like. If the turkey browns early in the roasting period, cover breast and drumsticks lightly, either with aluminum foil or a thin cloth

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Poultry Division, C&MS, USDA.*

moistened with fat. This prevents overbrowning.

When the festivities are over, be sure that the meat, stuffing, and gravy are refrigerated promptly. Each should be stored separately and used within one or two days. They may be frozen in your home freezer if you want to have another turkey dinner later on. Be sure that the foods are properly packaged in air-tight containers or wrapped before freezing.

As for other uses, here are a few ideas:

How about turkey sandwiches — with tomato, lettuce, and mayonnaise? Or a turkey pinwheel? For this, finely chopped turkey mixed with chopped celery and onion is spread evenly over biscuit dough. Roll the dough like a jelly roll, cut into slices, and bake the "pinwheels" at 450 degrees F. for 20 minutes.

Turkey meat can also be used for salad. Combine diced turkey with grapes, pineapple chunks, and apple wedges. Chill until just before serving time. Blend the salad lightly with salad dressing and serve on lettuce. Top with almonds if desired.

Turkey casseroles, where you mix the diced meat with vegetables and potatoes or rice, make excellent meals. A cookbook can give you many tasty recipes for casseroles.

Other appetizing dishes include turkey chop suey — pieces of turkey, bean sprouts, and water chestnuts added to celery strips, sliced onion, and turkey broth.

Turkey turnovers are another treat . . . a filling of chopped turkey, chopped onion, concentrated cream of chicken soup, and chopped parsley is poured on uncooked pastries cut into circles. The pastries are then folded in half and baked at 425 degrees F. for 40 minutes.

The last of the roast turkey makes excellent turkey soup. Use the turkey bones and bits of meat to make a broth; add rice or noodles if you desire.

Your favorite recipe book can give you more exciting ideas, but keep in mind the following ways of getting the most from your turkey:

Turkey stock: soup, jellied consommé, sauces.

Turkey pieces: pies, casseroles, creamed turkey, salads, sandwiches.

Ground turkey: hash, croquettes.

Turkey giblets: sauces, gravies, stuffing.

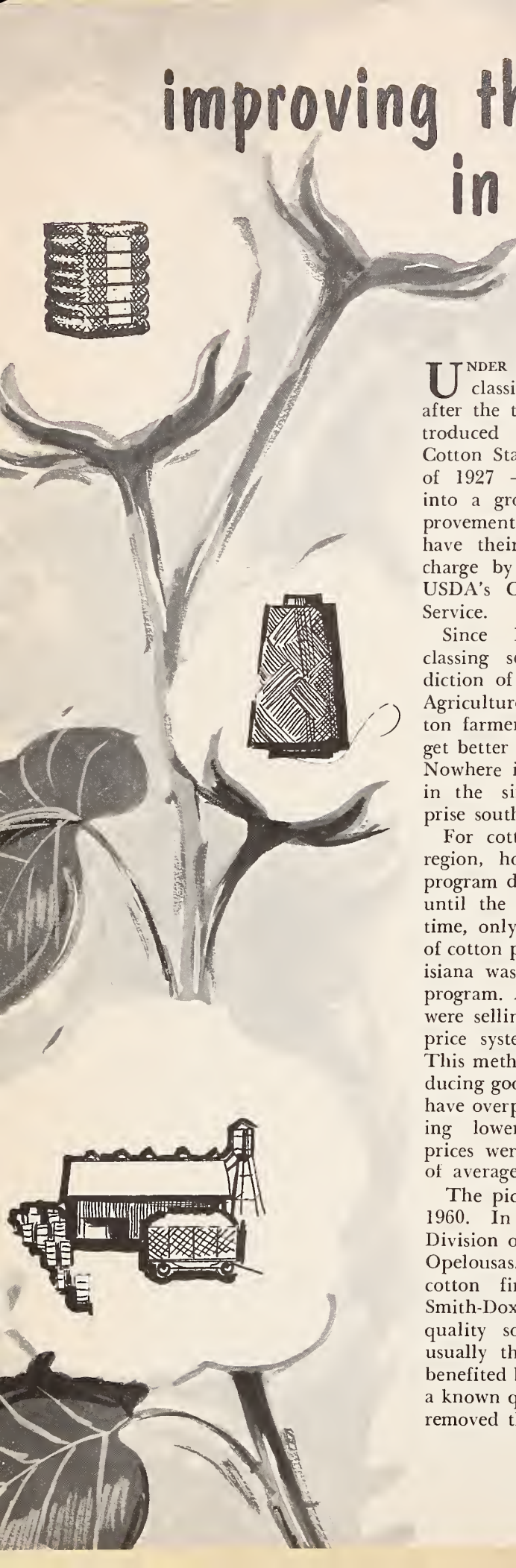
Many of the above and additional suggestions are described in the USDA publication "Poultry in Family Meals," Home and Garden Bulletin No. 110, which is for sale at 15 cents per copy by the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402. Also for sale at 15 cents per copy is "Home Freezing of Poultry," Home and Garden Bulletin No. 70.

. . . AND AFTER

Leftover turkey makes fine turkey soup.



improving the COTTON CROP in LOUISIANA



UNDER THE SMITH-DOXEY cotton classing program — named after the two Congressmen who introduced the amendment to the Cotton Statistics and Estimates Act of 1927 — farmers who organize into a group to promote the improvement of cotton are entitled to have their cotton classed without charge by the Cotton Division of USDA's Consumer and Marketing Service.

Since 1937, the Smith-Doxey classing service, under the jurisdiction of the U.S. Department of Agriculture, has been helping cotton farmers across the Cotton Belt get better returns for their product. Nowhere is this more evident than in the six parishes which comprise southern Louisiana.

For cotton farmers in this delta region, however, the Smith-Doxey program did not come into its own until the 1960 season. Up to that time, only a very small percentage of cotton produced in southern Louisiana was being classed under the program. As a result, most farmers were selling their cotton on a one-price system regardless of quality. This method penalized farmers producing good quality cotton but may have overpaid those farmers producing lower quality cotton, since prices were computed on the basis of average quality.

The picture changed radically in 1960. In that year the Cotton Division opened a classing office in Opelousas. Farmers, ginners, and cotton firms rallied behind the Smith-Doxey program and cotton quality soon improved. Ginners, usually the first buyers of cotton, benefited because they could buy on a known quality basis. The program removed them from the task of cot-

ton classing for which they were ill equipped. Cotton firms also benefited because the Smith-Doxey program provided a more orderly and accurate method of purchasing cotton. Farmers, of course, gained even more — a fair price for the quality they produced. And since quality had improved under stimulus of the Smith-Doxey program they received a higher average return than previously.

Today, cotton in southern Louisiana is sold according to its official USDA grade and staple length. The Opelousas classing office, now in its eight season, classifies on an average more than 40,000 bales of cotton each year.

Farmers participating in the Smith-Doxey program across the Nation receive information about the quality of their cotton from the C&MS cotton classing office serving the territory where the cotton is ginned. The information, including official grade, staple length, and micronaire reading, is recorded on Cotton Classification Memorandum Form 1 — known to cotton farmers as the "green card."

The cards are used by farmers in selling their cotton, or in obtaining price support loans from the Commodity Credit Corporation. The cards are also helpful in determining the variety of cotton best adapted for each farm, the degree of care that can economically be used in harvesting, and the quality of ginning.

Success in the acceptance of the Smith-Doxey program rests in gaining the confidence of those whom it serves. For cotton farmers in southern Louisiana the program has gained their acceptance many times over.

EMERGENCY FOOD PLANS TAKE SHAPE

By John W. Gannaway

"BE PREPARED" — the Boy Scout motto, could serve as the theme of the U.S. Department of Agriculture's emergency food management program. Assigned to the Consumer and Marketing Service for development, this program seeks to maximize ability to manage the Nation's food supplies under conditions of nuclear emergency.

As a part of its regular defense preparedness activities, C&MS has developed two proposed standby food orders.

The more important of these, the "food management" order, is regulatory in nature. It affords a flexible framework within which suborders could be issued to meet specific needs at any time and place. It is designed for use in a nation fragmented by nuclear attack and can be issued and administered locally as part of a national program, but without national direction.

It's purpose is to help the food industry continue to function by insuring that available food supplies are conserved and used in an orderly way; and that food is distributed equitably. Intended as a temporary measure, it would be replaced by more specific procedures when conditions improve.

The greatest possible reliance will be placed on the food industry which will be encouraged to feed the Nation through normal commercial channels if at all possible. There would be no "takeover" of the food industry. USDA realizes that processing, storage and distribution of food during an emergency can be done successfully only by those who do it now.

Although food management would be accomplished with a minimum of artificial barriers in the form of regulations, the Order does provide for the regulation of food processing and distribution.

For example, one section authorizes control of processor use of raw foods and ingredients. Thus, processors might be required to increase



the ratio of product output to raw material input. This not only would boost food production, but would do so without equivalent increases in the use of fuel, electricity, water or other requisites which might be scarce. Similarly, limitations on product composition could help

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stretch scant supplies of critical foods.

A wide variety of actions might be taken to conserve inputs without depriving survivors of the food they need. Of primary importance is the continuation of the production and distribution of foods which are greatest in nutritive value, smallest

in bulk, longest in storage life, and least demanding on non-food requisites.

The heart of the Order, so far as distribution is concerned, is regular resupply of retailers on a fair and equitable basis. Processors and wholesalers would be required to continue service to their regular customers; and the rate of distribution to them would be held to a specified percentage of their historical bases.

"Wholesomeness" is another area embraced by the Order. The food industry's customary responsibility, to supply only food fit for human consumption, may become more demanding when radioactivity introduces a new wholesomeness factor. Although it would be impossible to inspect all food shipped or sold, USDA could take appropriate action if food is found to be unfit for consumption from any cause.

Military needs would be provided for by requiring that existing contracts be completed; and that processors and wholesalers withhold for military procurement an historical percentage of their dollar volume of business.

In addition to the examples cited, the Food Management Order forms the basis for a wide range of requirements and limitations. However, the Order itself contains little regulatory machinery. Rather, it provides an authorizing framework on which necessary regulatory actions can be hung in the form of suborders designed to accomplish specific purposes.

An accompanying order, which is primarily procedural, affords an avenue for obtaining relief from unreasonable hardship resulting from compliance with any defense food orders.

The proposed standby defense food orders were developed as a part of USDA's regular defense preparedness activities which seek to anticipate and hopefully to alleviate the chaotic conditions which could result from a nuclear disaster.

Alaskan Fishermen Get Food Aid for the Winter

THIS YEAR'S salmon run in the Bristol Bay area of Alaska was unusually scanty.

And, to the 3,750 residents of Bristol Bay, the failure of the salmon run was a major economic disaster because salmon fishing and work in the canneries are virtually their only sources of income.

The U.S. Department of Agriculture's Consumer and Marketing Service arranged to divert USDA food from Washington State's food-aid programs to help carry the Alaskan fishermen and their families through the winter. The food included beans, margarine, cheese, cornmeal, raisins, and peanut butter.

The first shipment to Bristol Bay was about 164 tons, enough to feed the 3,750 residents for 6 months. The food, on board the S.S. Nenana, left Seattle in September. The ship delayed its final run of the year to accommodate this shipment.

USDA-donated food will help relieve an economic disaster caused by the failure of the salmon run in the Bristol Bay area.

USDA acquires food through its price-support and surplus-removal activities. The food, processed and packaged, is then shipped in trucks, rail cars and vessels to participating States and U.S. territories. The States must then take over the management and distribution of the food to local communities. The communities make final distribution to needy families, charitable institutions, schools and nonprofit summer camps.

USDA food also may be diverted to feed victims of earthquakes, floods, tornadoes, and other disasters. USDA's Consumer and Marketing Service replenishes the diverted supplies as quickly as possible.

At the time of the Nenana shipment, plans were made to ship an additional 4-month supply of food to Anchorage, Alaska, and hold it there until needed. (Additional shipments to the Bristol Bay area by

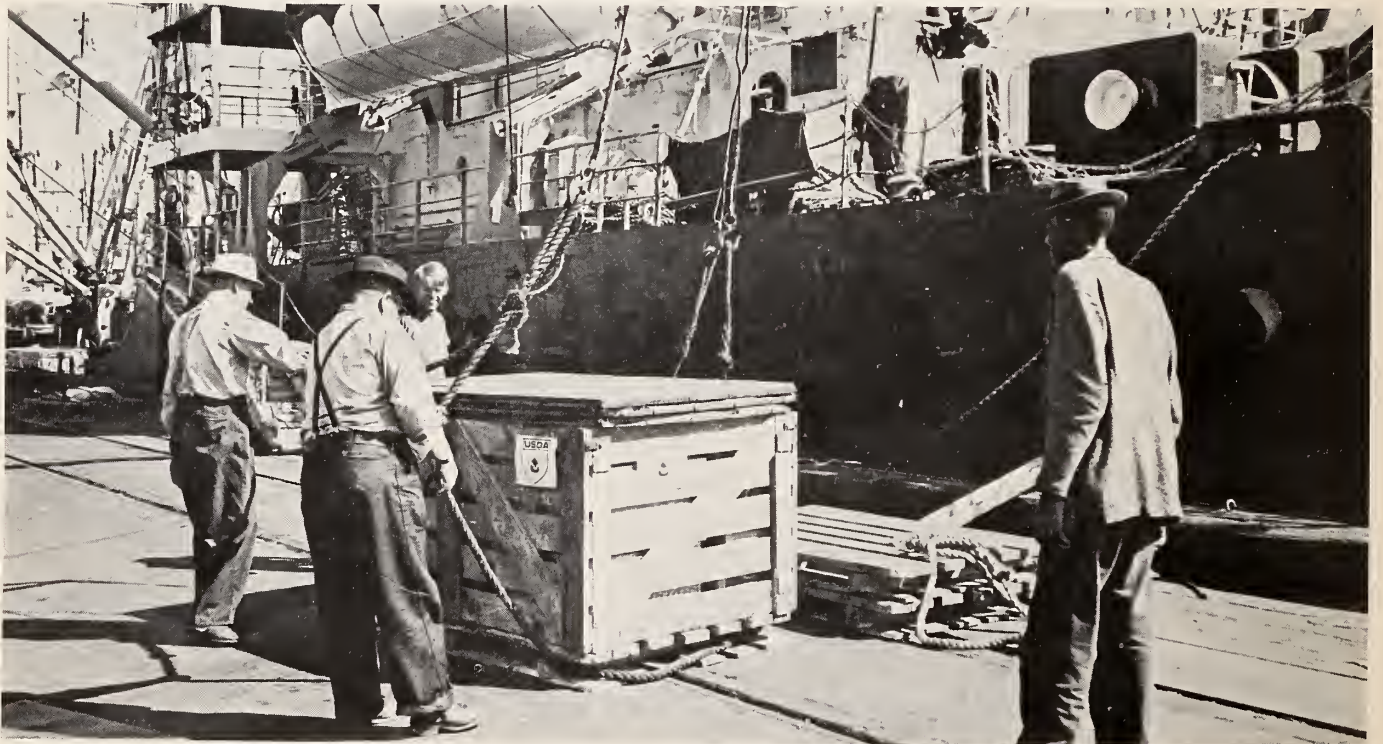
land or sea could not be made until spring.) The Alaska Air National Guard would then move this food to isolated places in the Bristol Bay and other areas, including remote Anaktuvuk Pass with its population of 114.

This backup supply of food left Seattle, Wash., aboard the S.S. Nenana on August 22.

The August-September 1967 action by C&MS is the second of its kind.

In August 1963 the Alaska Air National Guard airlifted 21,000 pounds of USDA food from Anchorage and Fairbanks, Alaska, to villages on the Kvichak River east of Dillingham in the Bristol Bay area. The food was needed for the same purpose—to help fishermen and their families, hard hit by the failure of the salmon run, through the winter. Some 16,000 additional pounds of USDA food followed later from Seattle, Wash.

The initial shipment to Bristol Bay was about 164 tons, enough to feed the 3,750 residents for 6 months.





New High Protein Diet Supplement Brings **HELP FOR THE WORLD'S HUNGRY**

HELP FOR THE WORLD'S hungry — that's "blended food product."

Children in India, Brazil, Portugal, the Congo, Korea, Indonesia, Latin America, and dozens of other locations — too long without a decent meal — now look forward to daily servings of a high protein diet supplement. It is provided to underdeveloped countries by the U.S. Department of Agriculture, and tested for nutritive value and wholesomeness by the Dairy Division of USDA's Consumer and Marketing Service.

The diet supplement — known as Formula Number Two, Blended Food Product — contains gelatinized corn meal, soy flour, nonfat dry milk, and vitamins and minerals necessary to provide a balanced food. It is granular in texture, light yellow to golden in color, and it has a pleasant, somewhat nutty taste. It can be cooked and served like oatmeal or made into a gruel and used as a supplement to native dishes.

Approximately 300 million pounds of blended food product have been purchased thus far for distribution to millions of children and adults around the world since this special program to combat malnutrition in underdeveloped nations was announced last year by Secretary of Agriculture Orville L. Freeman.

To assure recipients of a whole-

some, high quality product, USDA has assigned C&MS' Dairy Division the task of inspecting and testing blended food product.

Samples of blended food are taken directly from the production line by Dairy Division inspectors, according to a statistical, representative sampling pattern. These samples are sent to the Division's testing laboratories in Chicago where they undergo exhaustive tests for fat, moisture, and protein content, consistency (how thick or thin the product is when prepared according to directions), particle size, density (how heavy the product is), flavor, odor, and color.

In addition to laboratory tests, inspectors on the production line check the condition of raw products going into the blended food mixture. The manufacturer must also certify the quality of the raw products. Over and above these checks, all nonfat dry milk used in blended food product must pass USDA's stringent requirements for purity and quality to qualify for "U.S. Extra Grade." And, in order to insure that its tests adequately reflect all quality factors for blended food, USDA constantly seeks ways to improve testing procedures.

Once these samples of blended food product pass inspection, the Dairy Division issues certificates to the manufacturer certifying that his product meets USDA purchase spec-

ifications. Plants are also subject to USDA inspection. USDA considers factors such as delivery price and quantities offered before accepting or rejecting bids from qualified manufacturers.

The cost of the inspection and testing service in the plant and in the laboratory is borne by the manufacturers.

Distribution of blended foods to feed the world's hungry is now in full swing. As a result, more undernourished children — and adults — than ever can count on having a better diet — and they can count on its wholesomeness and quality.

Secretary of Agriculture Orville L. Freeman, in announcing the blended food program last year, said "we are making available a high protein blend of several components which, together, form a complete food. When children — who are the most vulnerable to hazards in malnutrition — are given this formulated food, we are confident it will give them new vigor and help them to a better start in life."

The Secretary also said that malnutrition is a serious problem for an estimated 70 million children in the 14 and below age group in developing nations, and that high protein foods, such as blended foods, can provide all nutrients for good health and growth.

USDA FOOD REACHES MIGRANT FARM WORKERS

USDA's Consumer and Marketing Service has cooperated with many States to develop programs to help migrants with donated foods.

U.S. DEPARTMENT OF Agriculture's donated foods reached thousands of needy migrant workers and their families this year in the Nation's agricultural areas. Many States have developed programs in cooperation with USDA's Consumer and Marketing Service to assist the migrants with donated foods.

Programs using USDA-donated foods in child care centers, family distribution, or mass feeding for migrant workers were operating in 24 States during the past season. Donated foods were available to migrants on the same basis as to other low-income families.

Migrant farm workers are not easy to identify as a group. They harvest the ripening fruits and vegetables from southern United States to the northern States and from early spring to late fall. Most migrants live in the United States but some are nationals of another country who come here for temporary work. Some travel from State to State following the harvest. Others travel from place to place but stay within one State.

Migrants often need food assistance when they are between jobs and temporarily unemployed. Weather may delay ripening or planting of crops. Or the migrants may finish working in one part of the country and arrive at a new location too early in the growing season.

While it is impossible to estimate the number of migrant workers and dependents who receive donated foods, it clearly runs into many thousands each year.

Last summer, at least 20,000 children of migrant workers got USDA-donated foods through feeding activities carried out as part of educational programs in 20 States.

Migratory workers in New York State during the past growing season were estimated at 23,000. About half, or 11,000 to 12,000 workers were from out-of-State.

A migrant child-care program has been functioning in New York for some 20 years. This program has grown steadily since its beginning and expanded rapidly in 1965 when Federal assistance was made available to the States for educating children of migrant workers. This year, 27 centers enrolled 1,559 children for 29,244 child care days under the New York State Migrant Child Care Program. Staple and nutritious USDA-donated foods



were used in the child care center feeding programs.

New York has distributed USDA-donated foods as needed to migrant workers for the past nine years. Very often certification and distribution are completed the same day, and in many instances at the camp site. For example, in Oneida County, USDA-foods are trucked to the migrant camps where certification and distribution are made at the same time. After this first distribution, migrants may pick up their foods at the regular distribution centers. Cooking demonstrations using the donated foods are conducted at the centers on distribution days. Pamphlets and other printed matter including recipes and economy food tips are prominently displayed during distribution.

Most States visited seasonally by migrant workers are developing some kind of program to meet the

problems of emergency feeding and health care. New Jersey for example, reported early last summer that 13 schools were serving 1,370 children of migrant workers. New Jersey was also considering contracting with a community action program for 29 Head Start centers and 7 child day care centers.

In Ohio 15 child care centers used donated foods to help feed the 1,435 children who participated in the programs. Farm Placement Bureau records indicate that during the summer of 1966, 16,500 migrant workers and 8,745 dependents under 16 years of age were known to be in Ohio.

Colorado operated 18 schools for migrant children during the past summer with an average total daily attendance of 1,295. Some of these schools operated the Head Start Program. USDA-donated foods were allocated to these schools.

Early last spring in California, arrangements were made with a community action program to set up a mass feeding operation for destitute migrant workers living dormitory style in Sacramento awaiting development of the crops to provide work. More than 60 cases of nine different foods were used in the feeding operation.

Seven Oregon counties served by the Valley Migrant League, a non-profit charitable organization funded primarily by OEO, distributed USDA-donated commodities to eligible low-income migratory households. The league operated ten child day care centers in the seven-county area. Some 500 children attended these centers which used USDA-donated commodities in their feeding programs.

USDA's food donation program functions in all 50 States, Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Trust Territory of the Pacific. USDA-donated foods are regularly distributed to schools, charitable institutions, and needy families.

BIG APPLE CROP

paints the markets red

Good news for people who still can't resist the temptation of apples.



APPLES, AMERICA's favorite fruit, with a legendary history going all the way back to Adam and Eve, are now brightening the Nation's food markets. For apple growers have turned in a big crop of nearly 124 million bushels this year.

Housewives will find their favorite varieties and colors in ample supply this year, to be used for any purpose they choose.

The leading apple growing States this year are Washington, with a crop of 29 million bushels; New York, 23 million; Michigan, 12 million; California, 8 million; Virginia, 8 million, and Pennsylvania, with nearly 8 million bushels.

The U.S. Department of Agriculture's Consumer and Marketing Service reminds fruit shoppers there are many varieties of apples, which differ widely in appearance, flesh characteristics, seasonal availability and suitability for various uses.

For good eating as fresh fruit, the commonly available varieties are the Red Delicious, McIntosh, Stayman, Golden Delicious, Jonathan and Winesap. For making pies and applesauce, tart or slightly acid varieties such as Gravenstein, Grimes Golden, Jonathan, and Newtown are best.

For baking, choose the firmer-fleshed types — Rome Beauty, Northern Spy, Rhode Island Greening, Winesap and New York Imperial.

In making your selection, look for firm, crisp, well-colored apples. Flavor varies, of course, and depends on the state of maturity when the fruit is picked. If mature when harvested, apples will have a good flavor, texture and storing ability.

Immature apples lack color and are usually poor in flavor; also, they may have a shriveled appearance after being held in storage.

Most apples are marketed by grade, and many consumer packages show the variety, the grade, and size. U.S. grades for apples are U.S. Extra Fancy, U.S. Fancy, U.S. No. 1, and combinations of these grades. U.S. No. 2 is a less desirable grade.

Apples from the far western States are usually marketed under State grades which are similar to Federal grades. The qualities of color, maturity and lack of defects — appearance in general — determine the grade. Avoid soft, mealy fleshed apples and those which yield to a slight pressure on the skin. They are

overripe. Also avoid apples affected by freeze, indicated by bruised areas. Scald on apples, though — irregular shaped tan or brown areas — may not seriously affect the eating quality of apples.

With Thanksgiving upon us again, here's a fine menu for a pie to top off that festive dinner:

PEANUT CRUNCH APPLE PIE

½ cup chunk style peanut butter
¼ cup soft butter or margarine
½ cup light brown sugar
1 cup sifted all-purpose flour
¼ teaspoon salt
2 No. 2 cans (2 cups each) apple pie filling
1 10-inch unbaked pastry shell

Blend peanut butter, butter and brown sugar into flour and salt until mixture is crumbly. Spoon apple pie filling into unbaked crust; sprinkle peanut butter mixture over pie filling. Bake in a 400° oven for 30 to 35 minutes or until filling is hot and pastry browned.



In all USDA-approved meat packing plants

CLEANLINESS COMES FIRST

All meat plants which operate in interstate and foreign commerce have been approved by USDA meat inspection program as capable of easy cleaning.

By Dr. Jack Leighty

MEAT PACKING is one of the Nation's most highly automated industries, with each meat plant containing numerous machines that cut, chop, mix, emulsify, stuff, form, cook, smoke, pack, and label thousands of pounds daily.

All meat plants which operate in interstate and foreign commerce, though, have one thing in common — their plants, from the floors to the walls to the ceiling, and each piece of equipment used in the plant have been approved by the U.S. Department of Agriculture's Federal meat inspection program as being capable of being readily cleaned.

If a firm wants to build a meat plant which will deal in interstate or foreign commerce, its first step is to contact the nearest Federal meat inspection office, which will give personal guidance and instruction, and provide an application for Fed-

eral inspection.

It is recommended that the firm commission a competent architect to prepare plans in order to insure a workable plant, and that Federal guidelines for sanitation are followed. The application and plant drawings are submitted to USDA's Consumer and Marketing Service, which administers the Federal meat inspection program. There the plant drawings and specifications are gone over carefully by experts who are experienced in packing-house design and layout.

The plant drawings are checked against Federal guidelines that are designed to facilitate practical handling of product and efficient inspection. In many respects, these guidelines aren't hard and fast requirements and may be modified provided the basic aims of the program are met. This system of guidelines and

central plan review assure that all applicants are treated equitably.

If a major deficiency is found in the drawings, the plant is informed as to the exact problem and possible solutions. If there is only a minor deficiency, C&MS experts modify the drawings and mark the plans "approved as modified."

The two major reasons for disapproval of plants applying for Federal inspection are: (1) Inadequate facilities to assure sanitation of the product through all stages of processing, and (2) Layouts that are not designed to permit efficient and adequate inspection.

This second deficiency can be very costly in terms of inspection manpower and is the most frequent basis for disapproving plans. For example, in a slaughter plant, work stations may be arranged so there is not enough space for the inspector to adequately inspect the carcass or so located that the inspector spends excessive travel time in performing his duties.

All USDA guidelines for meat plants were arrived at by numerous studies and measurements of actual plant operations and products to determine just what is necessary for assuring sanitary handling of the meat product. For example, the height of a rail for conveying cattle carcasses suspended from the hock should be 11 feet. Otherwise, parts of a large carcass would contact the floor. However, existing rails less than 11 feet high have been approved provided the plant management adjusts the method of hanging the carcass to compensate for the lower rail.

Most equipment manufacturers work directly with C&MS. They send in drawings of proposed machinery, and C&MS checks for its susceptibility to cleaning (easy disassembly), and possible causes of contamination. While some of the equipment now used in plants is similar in design to that used 30 years ago, great advances have been made in basic materials used. Also, literally thousands of new ideas in equipment developed by meat packers in recent years have been approved by C&MS.

Equipment is usually approved

on a trial basis after considering drawings, photographs and descriptive literature. During the trial period, it is observed in operation and carefully checked for problem areas by Federal inspectors in an inspected plant. Final approval is not given until the equipment passes this field testing.

Each day, before a federally inspected plant can begin operations, an inspector must check for sanitation. He makes sure that the plant and each piece of equipment has been cleaned thoroughly after the previous day's operation. If any equipment or portion of the plant is not clean, it cannot be used until it is acceptably cleaned.

C&MS officials say that most plants which apply for Federal inspection have no significant problems in obtaining approval.

Meeting Federal requirements is also beneficial for the packer, since C&MS meat inspectors have had years of experience in helping plants produce wholesome products. This prior approval assists the plant in being more efficient in operating and maintaining sanitation for the benefit of its customers.

If an existing meat plant wishes to expand into interstate or foreign commerce, it should submit an application and drawings of its facilities to C&MS. C&MS will inform the plant what deficiencies are present and recommend the minimum corrections needed to meet Federal standards. A preliminary survey of the facilities will be made if requested.

Sanitation is the key to producing a wholesome meat or poultry product.

Federal inspection, which demands that meat be processed in clean surroundings, is required for all meat and poultry plants dealing in interstate and foreign commerce. Through this inspection, the consumer is assured of wholesome, unadulterated, and truthfully labeled meat and poultry products.

The author is Director, Technical Services Division, C&MS, USDA.

How To Buy INSTANT NONFAT DRY MILK

*New publication tells how to get
the best in convenience and economy.*

WHEN YOU buy instant nonfat dry milk, you get convenience and economy. Now you can get the best in convenience and economy by following some tips from the U.S. Department of Agriculture's Consumer and Marketing Service. The newest in the C&MS "How to Buy . . ." series is a folder on how to buy instant nonfat dry milk.

The folder has something for everyone. For those who are not regular users of nonfat dry milk, a description of the product is included: "Nonfat dry milk is the dairy product resulting from the removal of fat and water from pasteurized fluid milk, with most of the proteins, minerals, and vitamins of the fluid milk remaining."

For those who are sometime users of nonfat dry milk, the booklet expounds the virtues of using instant nonfat dry milk — its convenience, its low calorie content, and its cost. Discussed in addition, is how to store the product — in a cool, dry place unopened for as long as several months.

For everyday users and big fans of nonfat dry milk, the booklet explains the USDA quality control program for the product and the meaning to the "U.S. Extra Grade" shield.

To earn the "U.S. Extra Grade" shield, instant nonfat dry milk must meet the USDA standards for that grade. This means that it must have sweet and pleasing flavor and natural color. It must also live up to its name — that is, dissolve instantly when mixed with water.

In order to merit the use of the grade shield, a plant must operate under the C&MS continuous inspection program. This voluntary fee-for-service program is designed to assure consumer protection through all production steps.

Before a plant can be approved to operate under this inspection program, a detailed check is made on more than 100 items, including the plant, milk supply, processing equipment, operating procedures and packaging.

Many uses of instant nonfat dry milk are included in "How to Buy Instant Nonfat Dry Milk," among them:

- Adding equal amounts of reconstituted nonfat dry milk to fresh whole milk to make a highly nutritive drink.
- Reinforcing fresh whole milk with instant powder.
- Adding instant milk as a dry ingredient to recipes. You can sift the milk powder with flour for cakes and breads, stir into flour for gravy or sauces, or mix with cornstarch and sugar for puddings. Then, add water for the required amount of liquid.
- Whipping nonfat dry milk by beating equal amounts of powder and ice water into stiff peaks. The dry powder can be sprinkled over partially set gelatin and then whipped together into stiff peaks.

For your copy of "How to Buy Instant Nonfat Dry Milk," Home and Garden Bulletin No. 140, write to the U.S. Department of Agriculture, Office of Information, Washington, D. C. 20250. Post card is best — and don't forget your Zip code.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW PLAN ADOPTED UNDER MILK MARKETING ORDER

For the first time, dairy farmers supplying a Federal milk order market are being paid for their milk through a Class I base plan authorized by the Food and Agriculture Act of 1965. It took effect Sept. 1 in the Puget Sound, Wash., Federal milk order market, after 72 percent of the farmers voting in a referendum approved it.

The new plan apportions the higher-valued fluid milk sales among the dairy farmers. Each farmer has a Class I base reflecting his past deliveries of milk to the market for fluid use. He gets a "base" price for every 100 pounds of milk delivered within his assigned base, and a lower price for any milk above the base.

FLYING MUSHROOMS

A unique air service between Chester County, Pa., and Atlanta, Ga., has been started by an enterprising Pennsylvania operator.

On a recent flight, a twin-engine plane left Chester County in the morning laden with mushrooms and returned the same day with seafood and fresh produce from Atlanta. A single engine plane was used at first—until demand for Chester County mushrooms "mushroomed" to other

areas as far north as Canada, as far south as Florida, with future sales plans for the Caribbean Islands.

This interstate trade program is part of a project using matching funds from the U.S. Department of Agriculture's Consumer and Marketing Service and Pennsylvania's department of agriculture with the cooperation of Georgia's department of agriculture. The marketing service people in Pennsylvania set out to find new markets for Pennsylvania products in this project.

The inauguration of the mushroom marketing exchange program may be the first step in tapping a vast new marketing potential for farm products through interstate co-operation.

TURKEY HIGHLIGHTS NOVEMBER PLENTIFUL FOODS

This year's big crop of turkeys highlight the November plentiful foods list of the U.S. Department of Agriculture's Consumer and Marketing Service. Follow-uppers are pork, broilers and fryers, grape juice, potatoes and dry split peas.

All thrift-minded consumers know that plentiful foods usually mean budget-favoring prices, so it will be wise to keep these items on November shopping lists.

There's a big supply of turkeys on

the markets now, and cold storage holdings are substantially larger than a year ago. Pork supplies are increasing seasonally. Always popular broilers and fryers are priced at close to year-ago levels.

As for grape juice, Concord production is above average this year, and a recent roundup of carryover stocks place them around a third greater than a year earlier. There are plenty of potatoes on fall markets too, and the dry split pea production is over a tenth larger than last year.

FOOD STAMP PROGRAM IMPROVES HEALTH

South Carolina State Senator W. G. DesChamps of Lee County, says the U.S. Department of Agriculture's Food Stamp Program has improved the health of stamp recipients and has cut down on hospital costs of care for indigents.

"Doctors, hospitals, and the health department tell us people are in better physical shape than in years," DesChamps was quoted in a news story. "There is very little malnutrition now."

FOOD RECIPIENTS NOW GET BUTTER AND CHEESE, TOO

Needy persons receiving USDA-donated foods now get more kinds of staple, nutritious foods than ever before in the history of the program.

With the addition of butter and cheese last summer, food commodities with a value of \$7.09 per person per month are available to needy families under the Commodity Distribution Program. The millions of low-income people getting USDA-donated foods can obtain from them over half of the daily caloric intake recommended for an adequate diet.

Included in the current commodity list, in addition to butter and cheese, are dry beans, bulgur, cornmeal, flour, corn grits, canned chopped meat, nonfat dry milk, rolled oats, peanut butter, raisins, rice, rolled wheat, and shortening or lard.

SECRETARY FREEMAN APPROVES COTTON PROGRAM BUDGET

An \$8 million budget for the 1968 Cotton Research and Promotion program has been approved by Secretary of Agriculture Orville L. Freeman.

The program, which was developed by the Cotton Producers Institute and recommended by the Cotton Board, provides for the expenditure of \$6.5 million which will come from funds collected from upland cotton producers, and \$1.5 million which will be provided from producer funds held by the Cotton Producers Institute.

About \$5.3 million of the total program will be devoted to sales promotion efforts and \$2.7 million to cotton research.

The program is administered by a 20-man Cotton Board selected from nominations made by cotton producer organizations. As provided for in the Cotton Research and Promotion Act, assessments of \$1 per bale from upland cotton producers will finance the program. They will be collected by cotton handlers designated by the Cotton Board.

Secretary Freeman commended cotton producers for taking the initiative in developing a program which will strengthen cotton's com-

petitive position and improve and expand its markets.

FEEDER CATTLE AND CALF PRICE SUMMARIES NOW AVAILABLE

A feeder cattle and calf market price summary, covering the entire nation, is now available from market news men in the U.S. Department of Agriculture's Consumer and Marketing Service. The report depicts market conditions for feeder cattle and calves on a national basis, on a sectional basis, and on an individual market basis. Included in the report are general and specific information on movement, price trends, prices, pasture conditions, and other factors which have an impact on feeder cattle and calf market conditions.

The report is prepared and disseminated from the South St. Joseph, Mo. livestock market news office on Friday afternoons.

A similar report — a combined summary of feeder cattle and calf market conditions from Georgia, Florida, and Alabama — is also available every Friday from the Thomasville, Ga., office.

4-H CLUB MEMBERS AID FOOD PROGRAM

After being trained in foods and nutrition, senior 4-H Club members can help needy people get the most benefit from the donated foods program, according to the North Carolina Cooperative Extension Service. One 4-H'er in Rockingham County finds working with donated food recipients "fascinating and interesting."

After this particular girl volunteered to help recipients learn to use donated foods wisely, she was trained along with other volunteers, to help homemakers plan menus and prepare nutritious dishes. At the donated foods distribution center, the girl prepared Spanish rice and a milk drink. The women enjoyed them so much they requested the recipes.

FOOD TIPS

— from USDA's Consumer and Marketing Service

Mixed nuts — filberts, almonds, pecans, walnuts, and brazil nuts — are a great accent item for the holiday season. Look for the USDA grade mark — U.S. Extra Fancy, U.S. Fancy, U.S. Commercial or U.S. Select — on packages of mixed nuts in the shell. From this wide range of quality, you can choose the one suited to your use. You may see a "USDA inspected" statement on a package of mixed nuts. This means the package has met minimum requirements of the Consumer and Marketing Service continuous inspection program and the nuts have been packed under the watchful supervision of highly trained inspectors. Use USDA grades to help you choose mixed nuts.

* * *

What is a New York strip steak? A Kansas City steak? Many food shoppers are confused by differing names used for *beef cuts* in different stores in the same city. New York strip and Kansas City are names used at times for the loin strip steak, although there is no guarantee that they always refer to that cut. The loin strip steak is cut from the beef loin muscle — the same as the larger of the two muscles in a Porterhouse or T-bone steak. This is a flavorful, tender steak, good for broiling if it's USDA Prime, Choice, or Good. Look for the purple, shield-shaped USDA grade mark to be sure.

Buffalo, N.Y.'s Broadway Market is A FOOD STAMP SHOPPER'S DELIGHT

BUFFALO'S FAMED Broadway Market is a shopper's delight — especially for low income families who take part in the Food Stamp Program. Here under one roof, the food stamp shopper has a choice of about 30 stores authorized by the U.S. Department of Agriculture's Consumer and Marketing Service to accept stamps.

And with the extra food purchasing power, shoppers can now afford to buy that extra cut of meat . . . that special bit of tempting cheese . . . those not-too-well-known fruits and vegetables fancied by Buffalo's ethnic groups . . . along with such standard staples as milk, eggs, bread, etc.

The Broadway Market, operated by the City of Buffalo, is one of a few still-remaining markets in which individual merchants may go into business by simply leasing a "stall" or "island." Just about any food item imaginable, and even furniture, housewares and religious items, are sold. However, most of the merchants deal in food.

In commenting on the effect the Food Stamp Program has had in this unique market, Supervisor Anthony Podlecki commented: "This Program has benefited both food

dealers and shoppers. I've received calls from shoppers wanting to know whether our merchants have Food Stamp Program authorizations. In fact, many of the food dealers have designed their own large signs advertising the fact that they welcome food stamp business."

John Cobb of the C&MS Consumer Food Programs Buffalo field office reports that authorized food merchants in Broadway Market have redeemed nearly \$53,000 in food coupons since the program started in Buffalo about 18 months ago.

He continued: "About one-third of that amount represents business that retailers never had before. This is the added buying power low income families get when they exchange their monthly food money for food stamps that are worth more."

Not only has the program benefited the Market's merchants through increased sales, but it also enables low-income families to benefit from the wide variety of foods the Market features. With 30 stores, within steps of one another, the food stamp shopper has no trouble finding exactly what she wants to buy.



Under one roof, the shopper has a choice of nearly 30 stores authorized to accept food stamps . . .

. . . and authorized merchants have redeemed nearly \$53,000 in stamps since the program began in Buffalo about 18 months ago.





*“How Come
You Got
More Food
Than I Got?”:*



A ONE-ACT PLAY

Playlet helps dramatize the value of food stamps.

THE SCENE: Checkout Counter in a Food Store

CAST: Neighborhood anti-poverty Workers in a Food Stamp area

DIALOGUE:

FIRST SHOPPER: How can you buy that turkey? I hardly get enough money to buy a turkey at Thanksgiving.

SECOND SHOPPER: I get turkey about once a month with my food stamps. The children love it. With my stamps I can get a lot of nourishing food that I couldn't get before . . . Why don't you come along to the neighborhood center for our consumer meeting where you can find out all about food stamps. It's this Thursday night. What are you doing then?

FIRST SHOPPER: Oh — I don't

know. I think I'll go to the show.

SYNOPSIS:

Perhaps “the play is the thing” to help dramatize the merits of the Food Stamp Program to low-income people who may not understand how food stamps can help them get more and better food. With forms of drama used increasingly to involve audiences in educational programs, neighborhood leaders in the Cardozo area of Washington, D.C. began using the technique to help get across consumer information in group meetings and classes. They have also performed on educational TV. Usually there's no script — just a setting and situation. Typically, two shoppers meet at the checkout counter. The smart, practical shopper is using her food stamps coupled

with what she has learned in consumer education classes to buy nourishing economical food for her family. The careless shopper doesn't bother to find out about food stamps and wastes what money she has on empty calorie foods and impulse buys.

Neighborhood workers who know the area and can talk the language are uniquely qualified to dramatize the typical foibles of local shoppers. The skits are full of local humor. As one consumer leader put it: “We know that our people like to laugh and they need to laugh. So we amuse them with the antics of a careless shopper who commits all the don't's, while the smart shopper gets across the do's. Laughing at somebody else's mistakes helps the audience remember our message better.”

UNITED STATES GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS, WASHINGTON, D. C. 20402

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OFFICIAL BUSINESS

C&MS Personnel Spotlight on Regulatory Specialist

MEDIATING A PRODUCE dispute takes a special kind of skill.

To be successful at it, you have to approach it as a lawyer, accountant, farmer, transportation expert, businessman, and psychologist — all rolled into one.

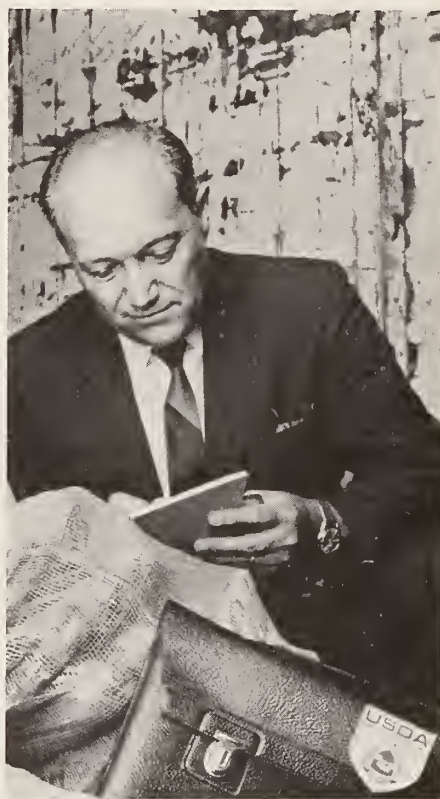
One such "Renaissance Man" is Eugene Carlucci, stationed in New York City with the U.S. Department of Agriculture's Consumer and Marketing Service. His job as a regulatory specialist with the C&MS Fruit and Vegetable Division is to advise producers on their marketing transactions and to help handle cases under the *Perishable Agricultural Commodities Act*.

A Federal law in its 38th year, *PACA* serves as a code of ethics for the multi-billion-dollar fruit and vegetable industry. It sets up the machinery that Carlucci and his counterparts around the country use for preventing and settling the disputes that can crop up suddenly in this swift-moving, heavy-risk industry.

Carlucci grew up with the "trade," and the people in it have confidence in him. In their own specialized language, he tells producers how to draw up clear-cut contracts that will avoid business pitfalls. And he explains the responsibilities they have under *PACA* such as paying promptly for produce they've contracted to buy, and delivering produce they've agreed to sell.

Stopping in at the New York office — which services 12 North-

eastern States — you might find Carlucci on the telephone arbitrating a dispute. The details, he learns, boil down to this: A New York receiver wants to reject a carload of lettuce because it isn't up to the quality



Carlucci surveys disputed produce in rail refrigerator car.

specified in his contract. The shipper, on the other hand, feels the load does meet contract terms.

Before calling Carlucci, the two were deadlocked in a heated argument, while the shipment of perish-

able lettuce rested on a railroad track facing threat of deterioration.

Talking with one, then the other, Carlucci gets the details over the phone. Usually he suggests that the produce be federally inspected to officially determine its quality and condition, if it hasn't already been inspected. Then, based on the facts — and considering the rights and responsibilities of both shipper and receiver — he can likely work out a settlement agreeable to each. The lettuce, as a result, promptly moves on to market.

Some disputes can be settled just this fast — in a few minutes or a few hours — much more quickly than if they were taken to court. And the costs are negligible for all concerned, since *PACA* work is conducted with the licensing fees of producers who gain its benefits.

Other cases are more complex, and may require decisions by USDA's judicial officer after a "formal" complaint-filing procedure. Still, the bulk of *PACA* complaints are handled informally by Carlucci and other regulatory specialists who work out of New York, Chicago, Fort Worth, Los Angeles, and Washington, D. C.

Although Carlucci's job is a demanding one, he gains intense satisfaction from being able to offer direct protection to growers and handlers of produce and "pocket-book" protection to millions of food shoppers who gain the ultimate benefits of a fair, honest, efficient produce industry.